

Special Issue

Marketing in the Platform Economy—Performance, Value Creation, and Sustainability

Message from the Guest Editor

The platform economy has transformed how value is created, delivered, and captured in modern markets. Digital platforms like Amazon, Airbnb, Uber, and Etsy have redefined marketing ecosystems, reshaping customer relationships, brand strategy, value co-creation, pricing, and market reach. However, this rapid evolution also introduces new challenges for sustainable business practices, ethical marketing, worker equity, and long-term customer trust. This Special Issue invites rigorous theoretical, empirical, and practice-driven research that explores the interplay between platform-based business models, marketing performance, and sustainability. This Special Issue aims to shape the next generation of marketing thought and practice—one that aligns platform innovation with accountable growth and stakeholder well-being. Submissions may include the following areas:

- Marketing Performance in Platform Ecosystems
- Sustainable Marketing in the Platform Economy
- Platforms and Stakeholder Value Creation
- Policy and Regulation

Guest Editor

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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